GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2071
ANSWERED ON:01.12.2000
DD SPORTS CHANNEL AS PAY CHANNEL
BASUDEB ACHARIA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan Sports Channel has been made a pay channel;

(b) if so, the reasons therefor;

(c) whether the Government are aware that entire coverage needs to be improved and professionalised; and

(d) if so, the details thereof and the steps taken in this matter?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a)&(b): Yes, Sir. For reasons of revenue it has been made a pay channel.

(c)&(d): It is the constant endeavour of Prasar Bharatito improve the quality of Doordarshan coverage by using latest technology and innovative techniques of programme production to attract viewers.